

The Product Managers Desk Reference Steven Haines

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This book is full of practical knowledge and tools making a good reference book for product managers. It provides ideas and approaches for handling many of the typical product management responsibilities, moving out of the theoretical and into action. Some ideas are more basic, but overall a solid book to have on any product manager's desk.

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It is packed full of templates, scenarios and all kinds of other useful tools to help those of us in the profession. Haines' insight helps to demystify this often nebulous and inconsistently structured role, and truly lifts the curtain and shows how a well-oiled product management system should run.

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